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Devin Morrisroe Senior Capstone

Devin Morrisroe

devin.morrisroe@snc.edu

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IRELAND AWAITS

Travel Poster Design



Travel Poster Design



***Valhalla Coffee
Package Design***

UNDISPUTED HOT SAUCE



***Undisputed Hot Sauce
Package Design***

Devin Morrisroe

I made vector art travel posters inspired from pre-existing pictures taken by my sister when she traveled overseas for work. Her photography and experiences piqued my interest in portraying the desires to travel the result from being drawn to spectacles and landscapes. The scenery presented in a simplistic and clean style, mimicking colorful travel posters from the 1930's. Along with this, I have also made food and drink packaging design. Both of my bodies of work were created in Adobe Illustrator.

I've been particularly drawn by inspiration from craft beer logos. My packaging designs reflect similar characteristics such as a central logo and more use of characters and typography. In terms of the practical applications of both travel posters and packages, the designs themselves are ideally meant to catch eyes and create interest. This is through colors and bold imagery, or the depiction of a unique character. I was drawn to graphic design from the eyes of the viewer, I want to use these pieces to showcase my own personal interests in hopes of inspiring others in the same ways I was.